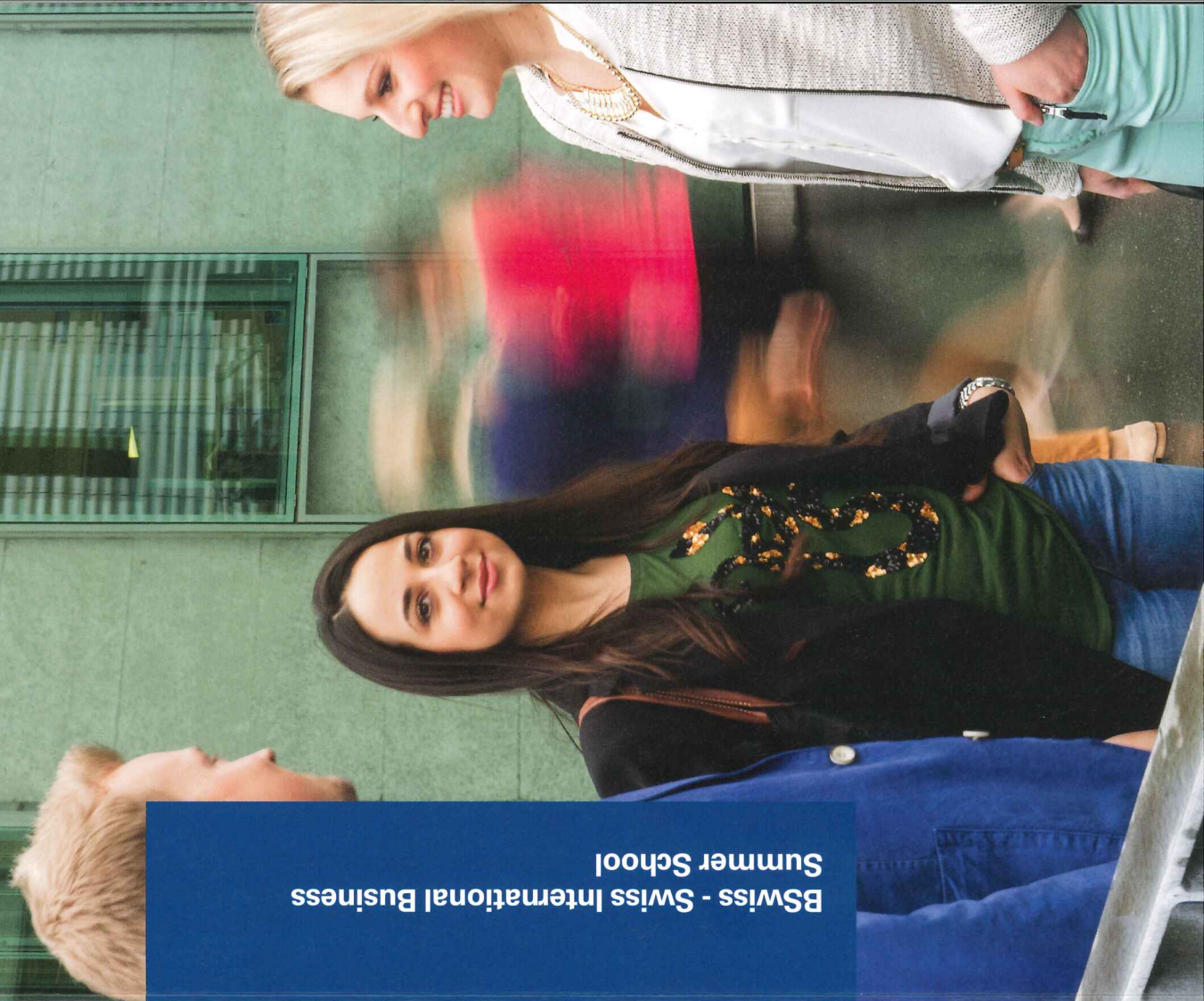


The following faculties of the University of Applied Sciences and Arts Northwestern Switzerland offer Master programmes:

- School of Applied Psychology
- School of Architecture, Civil Engineering and Geomatics
- Academy of Art and Design
- School of Life Sciences
- Academy of Music
- School of Teacher Education
- School of Social Work
- School of Engineering
- **School of Business**

University of Applied Sciences and Arts
Northwestern Switzerland FHNW
School of Business
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www.fhnw.ch/business

Bswiss - Swiss International Business Summer School



Our offer

At a glance

The BSwiss International Business Summer School in Basel (Switzerland) is a two-week programme open to Swiss and international Bachelor students. During two exciting and challenging weeks participants attend courses, visit companies, discover local culture and establish networks with people from Switzerland and around the world.

Place: Basel, Switzerland

Course Duration: 2 weeks

ECTS: 5 (3 US credits)

Course Language: English

Academic programme

Our International Business Summer School offers an intensive programme specialised in studies of International Management and Economics in the Swiss environment. It includes a two-week seminar, taught in English by internationally experienced lecturers. The courses are built on a minimum of two-year business studies; they are academically challenging with a strong applied management focus. Interactions between students and lecturers are highly encouraged.

Cultural and social programme

Attractive cultural and social events will make the participants' stay an unforgettable experience. The programme features a guided tour of Basel as well as excursions to cultural and historical sites in the city and beyond; it also includes field trips to different Swiss companies. The School of Business provides extracurricular support for the participants.

Academic and cultural content

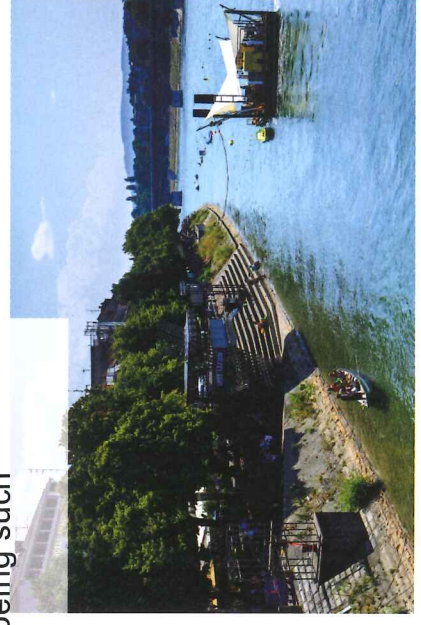
Classroom lectures introduce update topics on business studies in international context. Company visits provide students with first-hand experience related to the theories discussed in the classroom. Cultural and social activities encourage participants to interact and practice networking.



« The summer school

offers such amazing experiences!
Switzerland is so beautiful,
both the country and its people. »

« I truly enjoyed my time with
you. Thank you for being such
fantastic hosts! »



About us

School of Business, University of Applied Sciences and Arts Northwestern Switzerland
University of Applied Sciences and Arts Northwestern Switzerland FHNW is one of Switzerland's leading universities of applied sciences and arts, actively involved in teaching, research, continuing education and service provision – both innovative and practice-oriented. Its broad range of degree programmes, hands-on concept, innovative, application-oriented research and global network make FHNW a diversified and appealing educational institution, a sought-after industry partner and an attractive employer in northwestern Switzerland.

Our geographical location bordering on France and Germany promotes innovation, market orientation and inherent internationalisation. Our programmes are accredited; our lecturers are highly qualified in their academic fields and their teaching methodology. They possess years of teaching experience in their academic fields and contribute current business expertise from their consulting and research activities. The school's core teaching values encompass practice-orientation and innovative teaching and learning methods. Participants directly interact with professors, enjoying an optimal teacher-student ratio in a relaxed atmosphere conducive to absorbing knowledge and building skills.

Staying in Basel

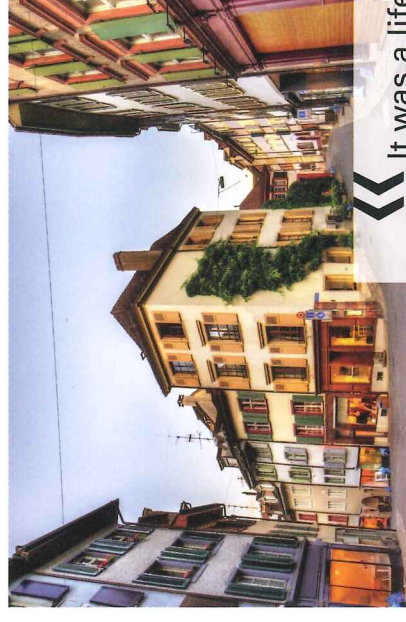
Basel is one of the most successful economic regions in Switzerland and central Europe. Many international companies have their headquarters in Basel: Novartis, Roche, Syngenta, Lonza Group, UBS, Panalpina and Swiss International Airlines. These companies directly recruit employees from our pool of highly qualified and practically oriented graduates.

The historic city of Basel is more than 2000 years old and the quality of life ranks among the best in the world. Basel is a vibrant centre of cultural activity – a city of theatre, music, museums and festivals. We have the highest density of museums in Europe. The city proudly hosts numerous international trade fairs, such as Baselworld and the world's largest Art Fair ARTBasel. Modern architecture aficionados find buildings by Herzog & de Meuron, Mario Botta, Diener & Diener and many more. Basel also has a pulsating nightlife with numerous restaurants, cosy bars, exciting parties or clubbing until dawn.

Located in the middle of Europe, with a world famous train network and its own international airport nearby, Basel is the ideal starting point for countless travel opportunities – why not before or after your summer school with us?



« It was a great opportunity to discover Switzerland and to get insight into new topics. »



« It was a life changing experience that I am happy and proud to have been part of. »

www.fhnw.ch/business/summer-school

Information

The participants

Our programme is open to international and Swiss Bachelor students. Participants need to be fluent in English (advanced level: European levels B2 written/C1 oral). A letter of motivation, an updated CV and a transcript showing the most recent grades are required.

Earning credits

The programme includes preparatory work, classroom learning, guided self-study and company visits.

The ECTS credits are awarded for:

- Submitting briefing papers based on the provided literature.
- Attendance in the programme (classroom lectures, company visits, cultural and social activities).
- Writing a review essay.

On successful completion of the summer school, participants will receive an official Transcript of Records featuring the ECTS credits achieved.

Venue and Facilities

All courses are held at the Basel campus of the School of Business, University of Applied Sciences and Arts Northwestern Switzerland (FHNW).

Accommodation and support

The Summer School offers accommodation with individual kitchen and bathroom close to the FHNW campus. Breakfast is not included. The accommodation is located in downtown Basel offering a quiet and safe atmosphere.

Visas

We recommend applicants to consult the Swiss embassy in their home country. The University of Applied Sciences and Arts Northwestern Switzerland does not cover visa costs or any cost involved in unsuccessful application.

Fees

Tuition: 950.00 Swiss Francs
Visits and cultural events: 400.00 Swiss Francs
Accommodation (if needed): 600.00 Swiss Francs

Not included: transport to Basel, health insurance, visa costs, meals, additional individual sightseeing trips and personal expenses.

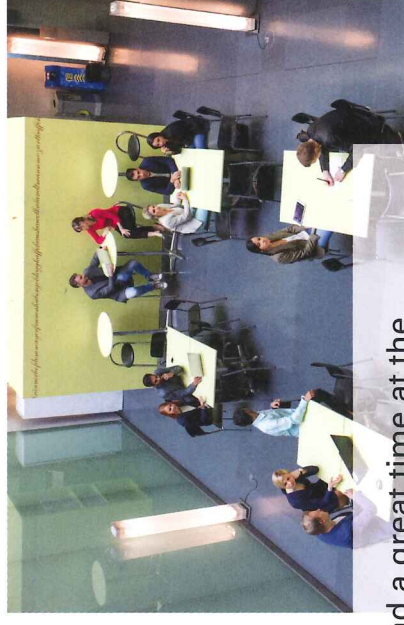
Registration and Contact

Application

Places are limited. Please be aware that «The early bird catches the worm». The application form is available online: www.fhnw.ch/business/summer-school.

Contact

BSwiss Summer School
Peter Merian-Strasse 86
CH- 4002 Basel
Switzerland
Bswiss.wirtschaft@fhnw.ch
www.fhnw.ch/business/summer-school



« I had a great time at the summer school. Within 10 days, I learned a lot, not only concepts on business, but also how to communicate with students from different nationalities. »

BSwiss, Swiss International Business Summer School in Basel 2018

Dear partner, dear colleague

We would like to inform you about our Summer School programme organised by the School of Business, University of Applied Sciences and Arts Northwestern Switzerland.

The BSwiss, Swiss international Business Summer School in Basel (Switzerland), is a two-week education programme. It is open to Swiss and international students at Bachelor level. During these two exciting and challenging weeks, participants attend courses, visit companies, discover local culture and establish networks with people from Switzerland and around the world.

Overview

Place:	Basel, Switzerland
Date:	Sunday July 22 (Welcome) to Friday August 3, 2018 (Departure)
Course Duration:	2 weeks
Topic:	Competitiveness and Innovation
ECTS:	5 (3 US credits)
Course language:	English
Application Deadline:	April 30, 2018
Tuition:	950 Swiss Francs
Visits and cultural events:	400 Swiss Francs
Accommodation (if needed):	600 Swiss Francs

Please visit our Homepage for further information:

<https://www.fhnw.ch/en/degree-programmes/business/bswiss-international-business-summer-school>

We would also like to welcome students from your University to our programme. Switzerland and in particular Basel is a great and safe place to study and always worth a journey.

Yours sincerely



Jeannette Merguin
Executive Assistant BSwiss

BSwiss - Swiss International Business Summer School

Basel, Switzerland

Sunday, July 22 - Friday evening August 3, 2018



Swissness in Action - Innovation and competitiveness in business

Module descriptions:

Course duration:	2 weeks	
ECTS credits:	5 ECTS credits (3 US credits)	
Course language:	English	
Study time for 2 weeks:	Contact lessons and company visits:	60 h
	Preparation & self-study time:	100 h
	Cultural and social activities (guided):	20 h
	Total:	180 h
Contents:	<ul style="list-style-type: none"> - Global Competitiveness - Innovation - International Migration 	
Project leader:	Fan Neifer	
Responsible lecturer:	Prof. Dr. Erich Bürkler	

Learning objectives:

- Participants of the summer school learn in pre-course readings (~ 180 pages) about international trade and companies' competitiveness and the main drivers behind this concept and respective measurements.
- During the first course week they get to know concrete analysis methods about the concept of countries' comparative advantages and their companies' global competitiveness, and how governments contribute to companies' favourable terms and conditions.
- During the second block students become familiar with private product innovation and business model innovation.
- Students understand the links between public support factors, innovation and companies' competitiveness.
- Finally students get to know economic causes and effects of international labour migration.

Methods:

Lectures, plenary discussions, on-site visit, development of a project in groups

Earning credits:

The ECTS credits are awarded for:

- Adaptation of the preparation literature.
- Writing short briefing papers on questions set by the lecturers based on the preparatory literature.
- Participation in the Summer School (contact hours, company visits, cultural and social activities).
- Review Essay at the end of the two weeks (2 hours).

BSwiss - Swiss International Business Summer School

Swissness in Action - Innovation and competitiveness in business

Basel, Switzerland

Sunday, July 22 - Friday evening August 3, 2018

Module descriptions:

Course duration:	2 weeks
ECTS credits:	5 ECTS credits (3 US credits)
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Contents:	- Global Competitiveness - Innovation - International Migration
Project leader:	Fan Nefler
Responsible lecturer:	Prof. Dr. Erich Bürkler

Contents:

- Framework of the Summer School
- The Business School from the University of Applied Sciences Northwestern Switzerland complements its various part-time and full-time bachelor studies with a two week Summer School taught in English. The emphasis is on practice as well as on theory. The aim is to deliver modules that open up professional opportunities for students arising out of the wide fields of international economics and innovation. The Summer School offers international and Swiss students the chance to receive focused insights into contemporary topics taught by a staff of international professors.
- «Global Competitiveness», «International Migration» and «Innovation» will be complemented and illustrated by excursions to leading organizations from a specific Swiss perspective.
- The two week program begins with the Global Competitiveness module. This has been designed to set the scene and to show how public institutions in Switzerland try to foster Switzerland's advantages which strongly revolve around innovation. Innovativeness also explains Switzerland leading position in World Economic Forum's rankings about global competitiveness. Besides performance measures like GDP per capita, companies' profits, current account or balanced public budgets other crucial input factors like public sector efficiency, resource endowment and infrastructure get analysed. Switzerland's comparative advantages from the macro level will be combined with competitive advantages from the micro level.